

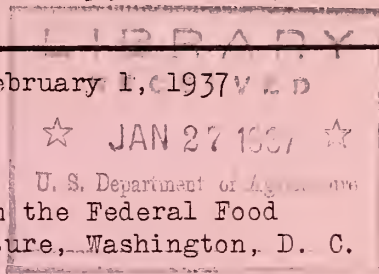
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HOUSEKEEPERS' CHAT
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Monday, February 1, 1937

(FOR BROADCAST USE ONLY)



Subject: "HOW MUCH ORANGE JUICE IN ORANGEADE?" From the Federal Food and Drug Administration, U. S. Department of Agriculture, Washington, D. C.

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Today our correspondent with the Food and Drug Administration tells about two refreshing drinks, orangeade and lime rickey, and she tells us what they're made of. If we had been in Washington a few weeks ago, she says, we might have seen how members of the Food Standards Committee of the Department of Agriculture arrive at definitions for such products as orangeade and lime rickey.

Quoting today's report directly:

"Not long ago seven scientists -- members of the Food Standards Committee -- gathered around a table in the Washington office of the Food and Drug Administration to define certain food products for the purposes of enforcing the Food and Drugs Act. Definitions were needed for orangeade and lime rickey.

"On the table before these seven scientists were samples of orangeade and lime rickey, and copies of standard cookbooks, and copies of opinions submitted by consumers and food manufacturers. To define orangeade was the first task.

"Now the dictionary defines orangeade as 'a beverage made of orange juice mixed with water and sweetened with sugar.' But this definition says nothing about how much orange juice.

"Consumers agree," (still quoting our official report), "that a fruit drink dressed up to represent orangeade should contain some juice of oranges. Manufacturers, however, cannot agree on the exact amount. In fact, in 1930, to cut cost of production, some manufacturers began using an artificial coloring called 'Sunset Yellow.' When they added dried orange pulp, citric acid, and sugar the illusion was complete.

"Artificial color, when permitted to be added to food products, must always be declared by suitable label, under the regulations of the Food and Drug Administration. Where it is held that artificial color conceals inferiority, its use is prohibited. Recent announcements of the Secretary of Agriculture have expressed this opinion with respect to the use of added color to orange beverages.

"As early as 1918, the Bureau of Chemistry, then in charge of administering the Food and Drug Act, ruled that such terms as 'ade, squash, punch, crush, and smash, when used along with the name of a fruit, should contain the fruit or juice of the fruit named,' and that 'such terms should not be applied to products flavored only with essential oils or essence.'

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"However, this announcement did not undertake to set any minimum limits for the amount of juice which would entitle these various beverages to the name assigned.

"Now the question the seven scientists of the Food Standards Committee were to decide was how much orange juice there should be in orangeade, before the product should be labeled and sold as orangeade to consumers. Customary practice, as revealed by housewives, home economists, and cookbooks, calls for one orange to each glass of orangeade, or about 30 percent of fruit juice. The seven scientists tasted samples of orangeade. Each sample contained a different amount of juice, all the way from five percent up through 50 percent.

"And after considering all the evidence, the scientists concluded that orangeade is 'a beverage consisting of orange juice, sugar, and water. It contains not less than 25 percent of orange juice. The acidity may be increased by the addition of lemon juice.' They proposed that a fruit drink labeled 'orangeade' and shipped in interstate commerce should measure up to this standard.

"As for lime rickey -- after tasting several samples, and considering the testimony of consumers, the members of the Food Standards Committee concluded that this fruit-juice beverage should contain at least seven percent of lime juice, plus sugar and carbonated water."

So much for orangeade and lime rickey. Now our correspondent has something to say about food definitions in general. Quoting directly: "Food definitions or standards are used by officials of both Federal and State governments to enforce pure food laws. The major purpose of pure food laws is to protect consumers from the purchase of adulterated or mislabeled food products. Federal laws apply to interstate commerce, while State laws apply to commerce carried on wholly within the State.

"Claiming that a food is adulterated or mislabeled assumes a standard against which the accused food can be compared. Food definitions as standards of identity serve this purpose.

"For instance, an official of the Federal Food and Drug Administration may locate a product shipped from one State to another -- a product he believes to be adulterated or mislabeled, and hence in violation of the Pure Food Act. He buys a sample and sends it to his regional office for examination. Skilled analysts examine both the food and the label, to find whether the product is everything it should be, or everything it pretends to be, according to the label.

"The basis for this analysis is the food definition proposed by the Food Standards Committee, and accepted by the Secretary of Agriculture as the official standard for the Department. If the examination proves that the food product is below the minimum requirements, as described in the definition, or if the contents are not accurately stated on the label, the product is liable to seizure by the Food and Drug Administration. . . .

"I'm sorry," says our correspondent, "that I must break off this report of food definitions right here in the middle -- but it will be concluded in your next."

